

U.S. DEPARTMENT OF ENERGY

CYBER SECURITY AWARENESS & TRAINING

Spiders, Crawlers and Bots Campaign

Plan of Action



Office of the Chief Information Officer

DRAFT V.1

11/25/2009

1) PLAN FOR SPIDERS, CRAWLERS AND BOTS CAMPAIGN

This document defines a cyber security awareness campaign in DOE Headquarters specifically on Spiders, Crawlers and Bots. The campaign includes displays, distribution of literature and promotional items, and a variety of activities during the months of July, August and September 2008. Reference materials and promotional items will be disseminated during this time to employees and contractors within DOE facilities.

The goals of this campaign are to:

- 1) Educate DOE staff and contractors on spiders, crawlers and bots and how they-as end-users could potentially be affected.
- 2) Educate DOE staff and contractors on being careful with the information they make available about themselves or DOE on websites (myspace, facebook, blogs etc)
- 3) Enhance outreach activities throughout DOE
- 4) Utilize previous campaign material in order to tie in key concepts and common themes

The campaign is designed to disseminate information to personnel through a variety of mechanisms tied to a theme of Spiders, Crawlers and Bot.” To accomplish the goals identified for this campaign, written materials, including posters, pamphlets, flyers, and DOECASTS will be supplemented with promotional items that reiterate the theme and key campaign concepts.

Throughout the year, offices disseminate program-specific awareness materials. As we discovered in recent interviews with sites across the Department, these efforts present a challenge in ensuring that personnel are receiving and paying attention to all applicable awareness information. To make this campaign stand out from other awareness activities, it has been designed to be eye-catching, interesting, and fun which will set this campaign apart and ensure the important message is conveyed and remembered.

2) SUGGESTED CAMPAIGN SLOGAN/THEME

Spiders, Crawlers and Bots! Oh My!

3) DOE TARGET AUDIENCE

- a) The target audience of this campaign is DOE Headquarters employees and contractors.

4) COMMUNICATION ACTIVITIES

- a) **DOECAST**-disseminated at timed intervals throughout the campaign cycle
- b) Public Service Announcements-displayed on monitors in Forrestal lobby areas

5) AWARENESS MATERIALS

a) Printed Materials

- i) **Spiders, Crawlers and Bots Posters displayed in holders (See Appendix)**
(1) FORS – Elevator Areas

- (2) GTN – Elevator Areas to all main entrances, snack shop and Cafeteria lobby area
 - ii) **Foam Posters on easels**
 - (1) Small Poser (20” x 30”) Large cafeteria display board
 - iii) **Cyber Security Front Burner Newsletter**
 - (1) available in the elevator lobbies
 - iv) **Large Banners:**
 - (1) Displayed in various locations throughout local DOE facilities
 - v) **Newsletter boxes**
 - (1) Posted in various locations throughout Forrestal. The confirmed dates for the next campaigns are as follows:
 - July 14-18-Cyber Security Front Burner
 - August 11-15-free poster to hang in offices
 - September 22-26-advertisement for Cyber Security Day
 - vi) **Table Tents**
 - Placed on tables in cafeterias in Forrestal and Germantown. The content will include awareness message and information about upcoming events.
- b) **Electronic Materials**
- i) **DOECAST**
 - The DOECAST is designed to be a short, informative message targeted to all DOE staff and contractors. The DOECAST will explain various avenues of the Cyber Security Campaigns, to include but are not limited to: upcoming events and activities and general awareness messages. The DOECAST will be disseminated electronically at timed intervals during the course of the campaign.
 - ii) **Update Cyber Security Web Page from the main CIO page.**
 - Updates to the Cyber Security Page will serve as a central location for campaign materials. In addition, the site will include links to helpful resources, as well as upcoming Cyber Security Awareness events.
 - The following are items that will be provided via this page:
 - (1) Quick Tips to Cyber Security and Awareness
 - (2) Electronic copies print media available for download
 - (3) Links to additional resources
 - iii) **Cyber Security Tips**
 - (1) Post Tips to Cyber Security Tips web page

6) PROMOTIONAL ACTIVITIES

Promotional activities will occur throughout the months of July, August and September 2008 to ensure that personnel are fully aware of what phishing is, how to avoid phishing scams and the resources that are available to assist them. Bob Cooper is the contact for Forrestal.

Michael Watkins is contact for Georgetown. Depending on size, size, all promotional items will reflect a slogan and/or tips. Promotional activities will consist of the following:

- Promotional items will be disseminated in intervals. IM-30 personnel will coordinate with Facilities for locations in Germantown and Forrestal for displays and handouts.
- Informational Awareness sessions on campaign slogan/topic will be held at Forrestal, with VTC to Germantown and other local DOE locations with VTC capabilities.
- The Cyber Security Awareness Campaign team will coordinate with facilities and DOE security in order to have approval on planned physical activities (distribution of postcards)

7) ESTIMATED TIMELINE

Campaign Activities	Dates/Timeframe
Posters Displayed FORS/GTN	July 2008
Provide campaign content on CIO Website	July 2008
Disseminate DOECAST Messages (3)	July 2008 August 2008 September 2008
Print Media displayed in bins by elevators	July 14-18 August 11-15 September 22-26
Handout flyers announcing Cyber Security Awareness Session (post card size)	Day of Event (TBD)
Distribution of Promotional Items	TBD
Large display banners	TBD

Quantities purchased will include sufficient supply to distribute at upcoming workshops and provide samples to operating units as requested.

APPENDIX

1. Standard procedures for Cyber Security Awareness Campaign Activities

2. Headquarters Cyber Security Poster Campaign
3. Sample promotional items